

WELCOMING ECONOMIES

convening

SYRACUSE, NY



OCT. 23-25, 2017

building bridges for economic inclusion

Positive Messaging in Turbulent Times

Welcoming Economies Global Convening
October 2017

Welcome & Overview

Today's Goals

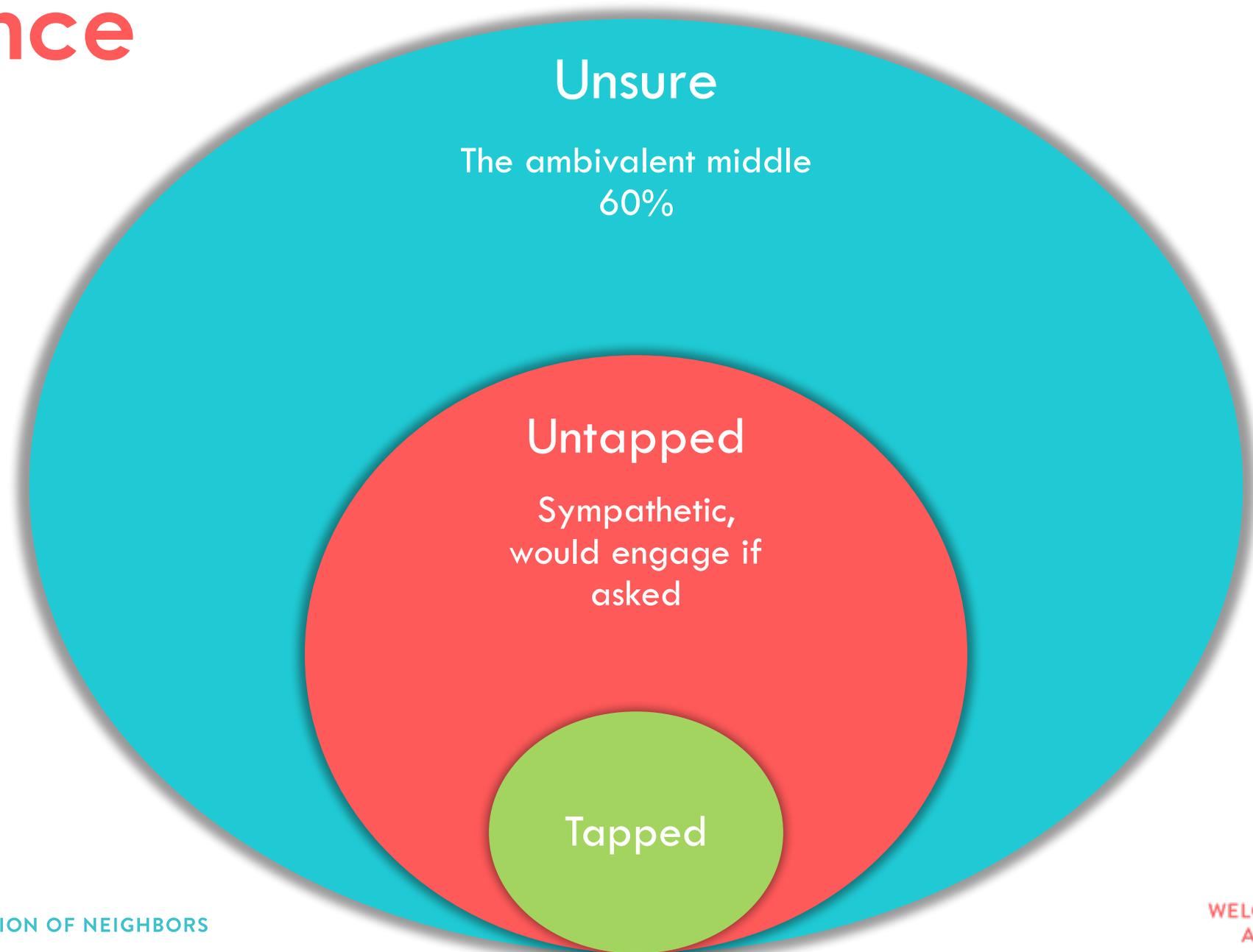
- Learn what works in messaging and review some rules of the road
- Apply new approaches through an interactive exercise and shared problem solving
- Walk away with some new perspectives, strategies, and fundamentals of strong messaging

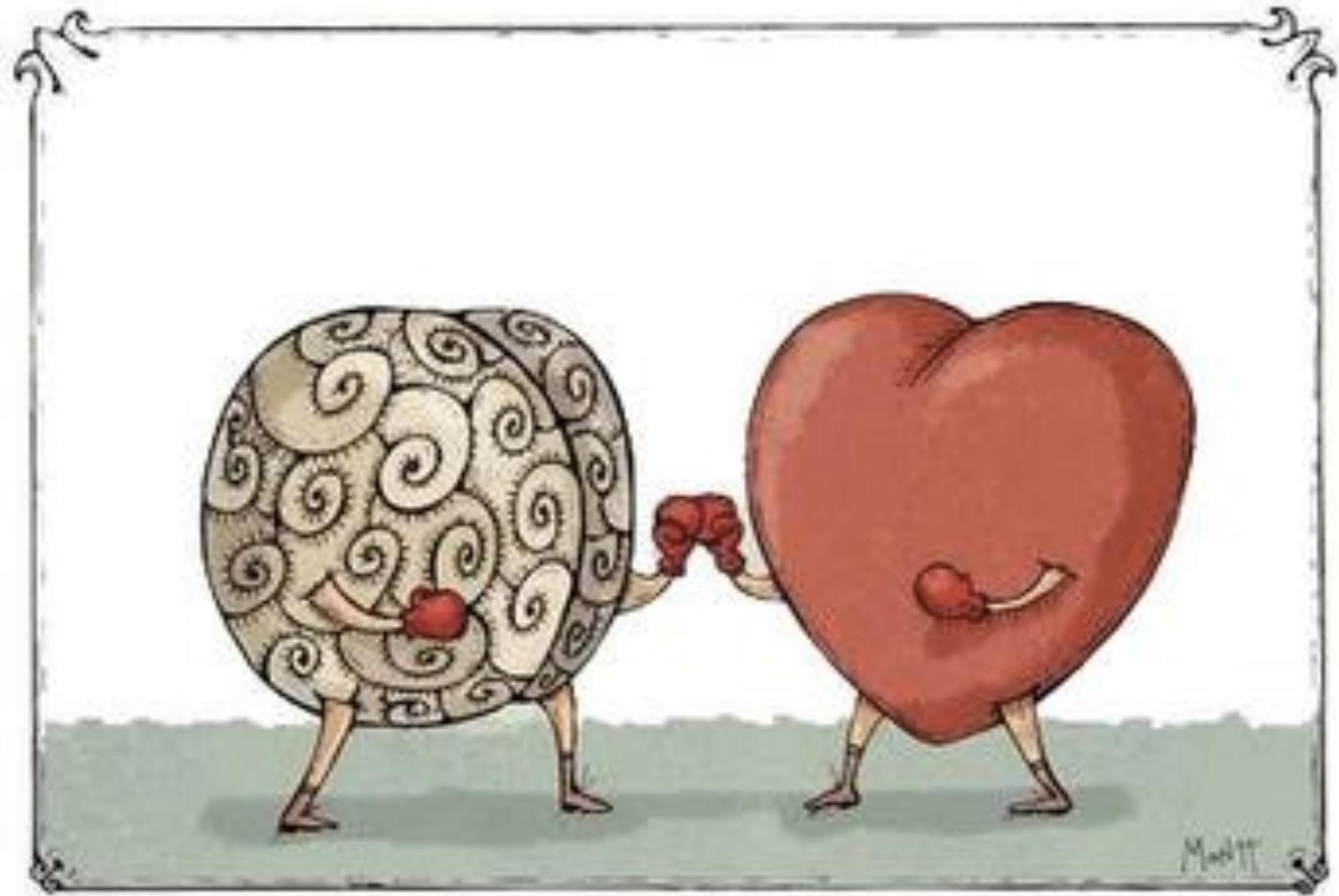
WELCOMING AMERICA



Communication & Message Framing

Audience





Complex and conflicting views

People hold multiple cultural models on social issues



Nation of immigrants



Immigration =
Border Jumping

Source: American Immigration Council

Confirmation Bias



The Alienated Stranger



Framing



BUILDING A NATION OF NEIGHBORS

WELCOMING
AMERICA 

WHAT WOULD BE BETTER?





Welcoming refugees is paying off for Cleveland

Photo credit: Cleveland Plain Dealer

Rules of the Road



1. Know Your Audience*

*your audience isn't you

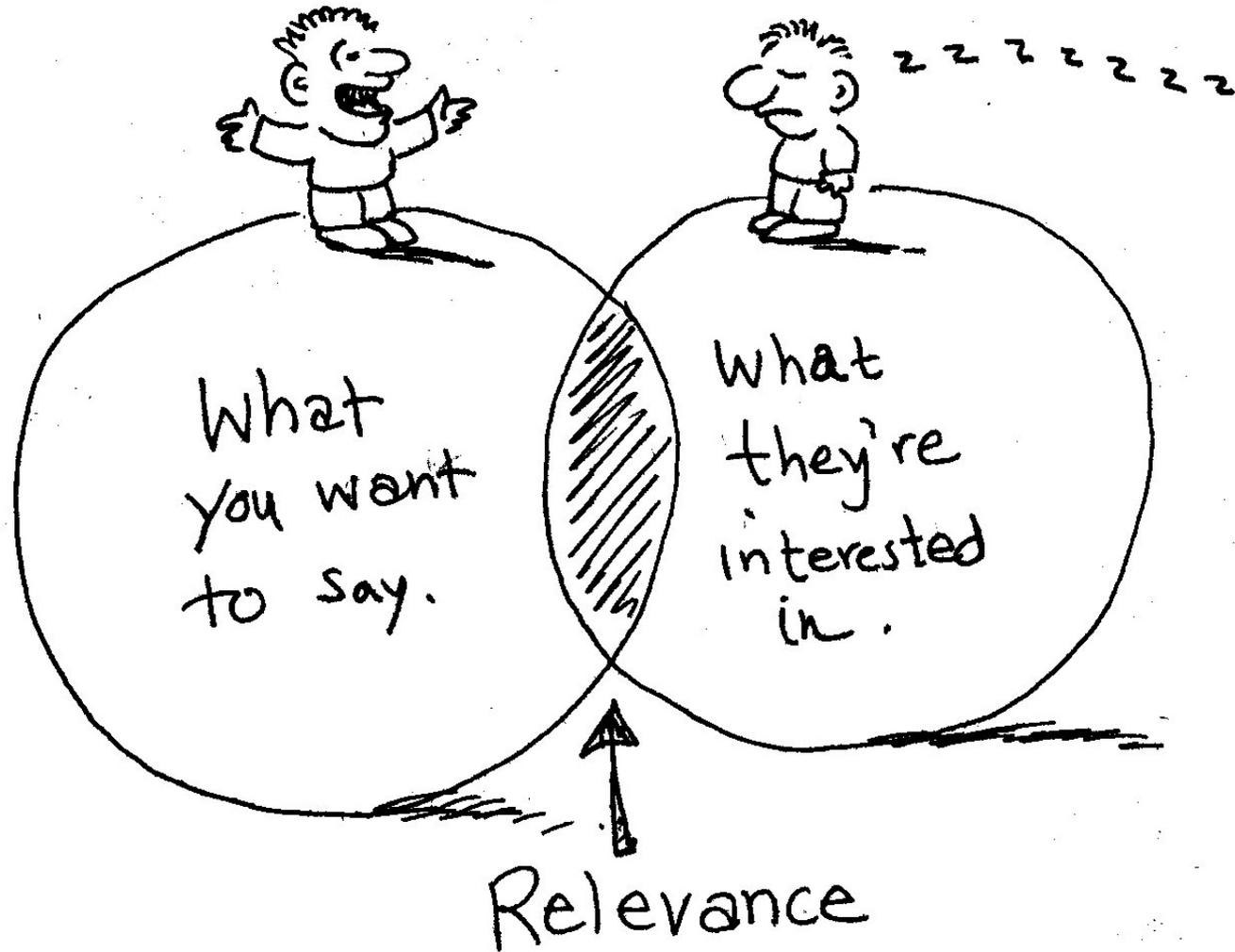


Image credit: The Next Silicon Valley

2. Communication starts with listening

What **values** do they care about, and where can you identify common ground and shared **benefit**?

3. Lead with a unifying message based on shared values



JUST ANOTHER GREAT NEBRASKA FAN.

NEW NEBRASKA FAMILIES MAKE US STRONGER.
Nebraska. A good life for everyone. NebraskaIsHome.org

Nebraska is Home

RUGGED INDIVIDUALS MADE HERE.

IN COLORADO, WE GIVE IMMIGRANTS A FAIR CHANCE.
WelcomingColorado.org

Welcoming Colorado

Values: Pragmatism, Neighborliness



Values: Safety



Prosperity

Our community's success depends on making sure everyone who's a part of it—including immigrants—feels welcome here. Becoming a more welcoming community means more customers for our local businesses, more jobs created by immigrant entrepreneurs, and a thriving economy that benefits us all.

Welcoming/Prosperity

By recognizing the contributions that we all make to creating a vibrant culture and a growing economy, we make our neighbors feel more included and our community more welcoming to new Americans and to everyone who calls our community home.

Competitive Edge

Communities across the country and around the world are in a race to the top to attract the human capital that will allow them to thrive in a global economy. Becoming a more welcoming place gives us a leg up in that competition and helps us retain talented people of all backgrounds.

Working together to build a twenty-first century economy means making sure everyone who lives here feels welcome and included, no matter where they were born.

Unity

We may not all share the same history, but we share one future as a country. We need to stop thinking in terms of us versus them and start thinking in terms of just us: Americans united by the bonds of shared freedom and equality. If we can do that, there's nothing we can't do together.

Opportunity

In this country we believe each person should have an equal opportunity to make it if they work hard. That should be true regardless of the color of your skin or where your ancestors were from. Because no matter who our ancestors were, they all wanted the freedom to speak, to pray, and to raise their children with hope.



Welcoming is about everyone: new and long-time residents.

BUILDING A NATION OF NEIGHBORS



4. Remember: Don't Reinforce, Replace



5. Involve immigrants and refugees



“I came speaking little English and only knowing US culture through MTV and CNN, but now I teach creative writing workshops for youth and am about to publish my first book.”

I’m a proud **immigrant** and I contribute to DC.

Immigrants face many challenges, but discrimination should never be one of them.

If you think you’ve been discriminated against because of your national origin or your accent, call (202) 727-4559 or visit ohr.dc.gov/complaint.

Emigrated from Cameroon in 2000

Office of Human Rights
DISTRICT OF COLUMBIA

ohr.dc.gov/wecontribute
facebook.com/dcohr

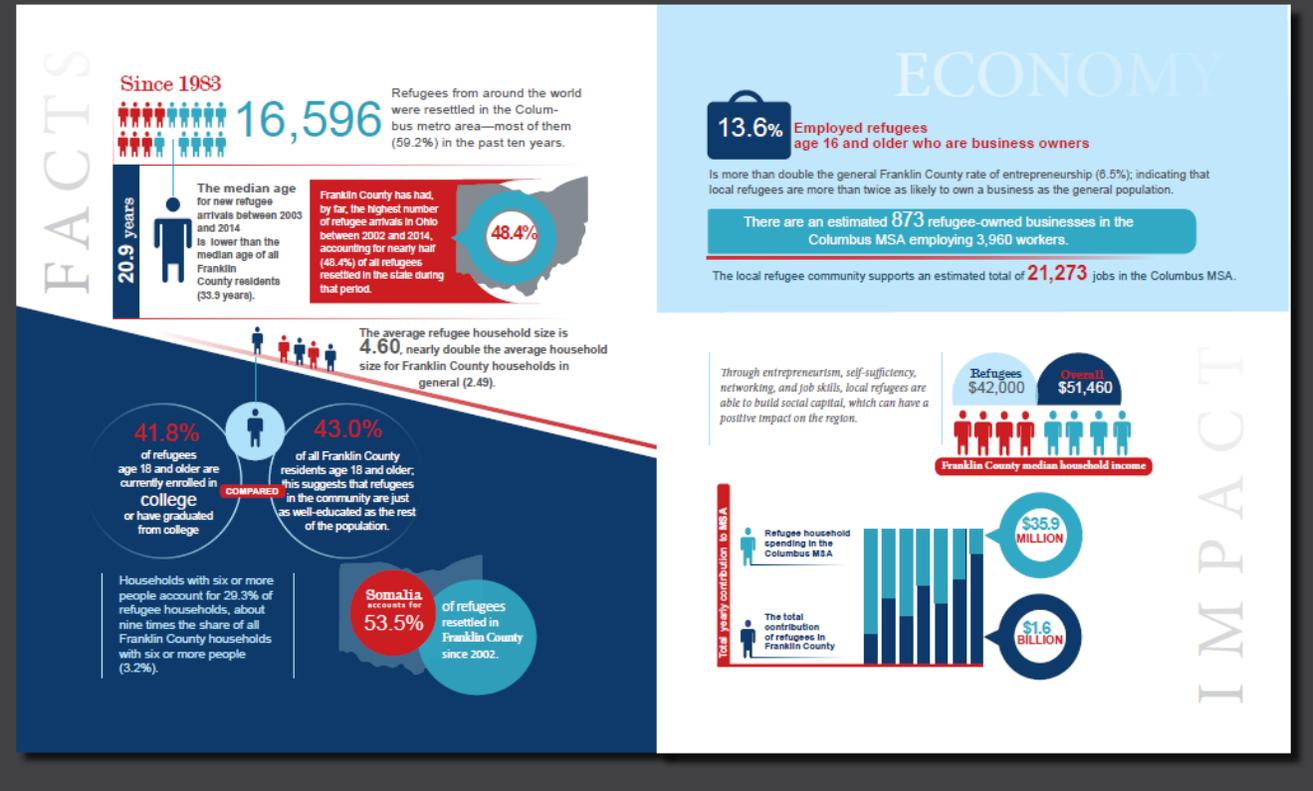
Share your story with
#immigrantscontribute

6. Balance Stories and Facts



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2015 Major findings from the Impact of Refugees in Central Ohio Report



Impact of Refugees in Central Ohio 2015 Report

7. Communicate through credible spokespeople



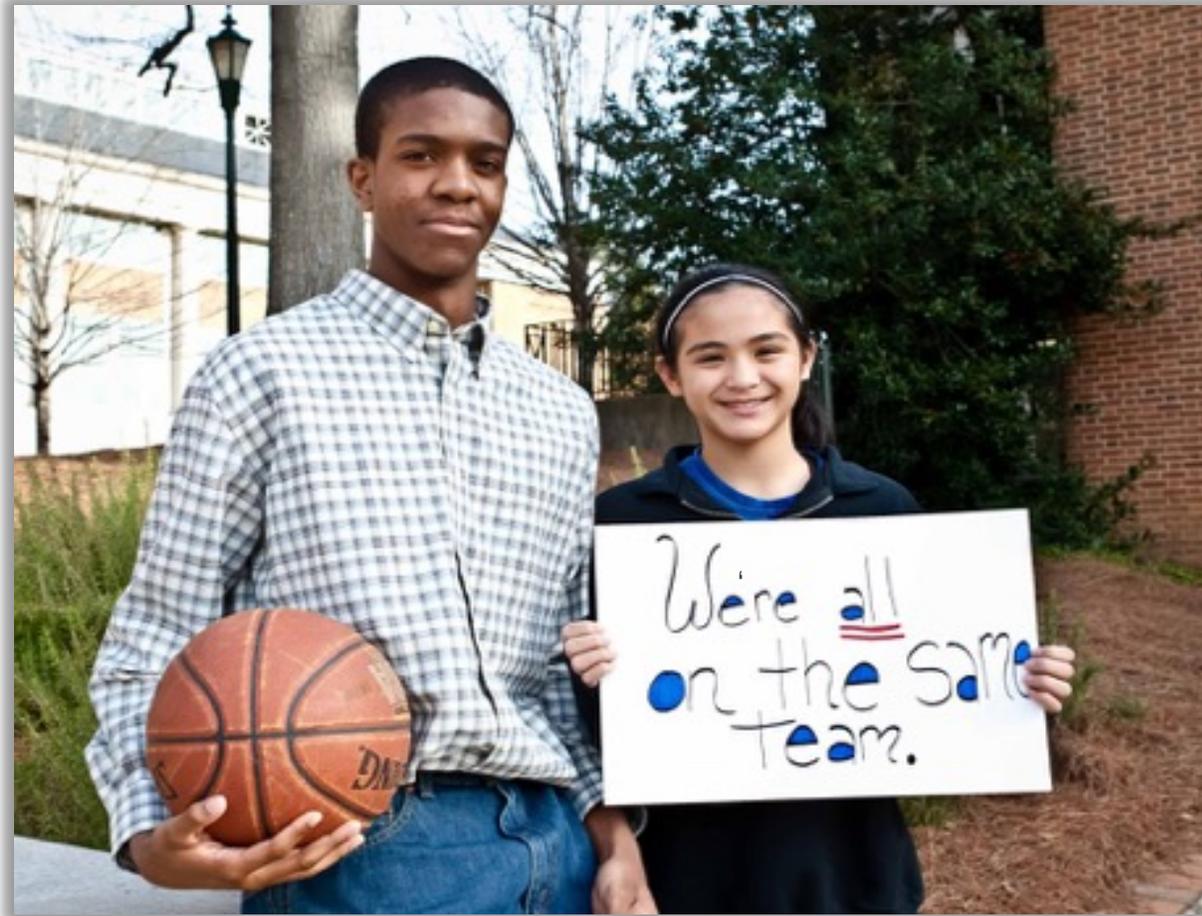
Bahjat Shariff, Panera Bread / Howley Bread Group

“In this country, values, integrity, honesty and hard work pay off every time. Sharpen your pencil; be willing to learn new things and try new experiences and the skies are wide open for you.”



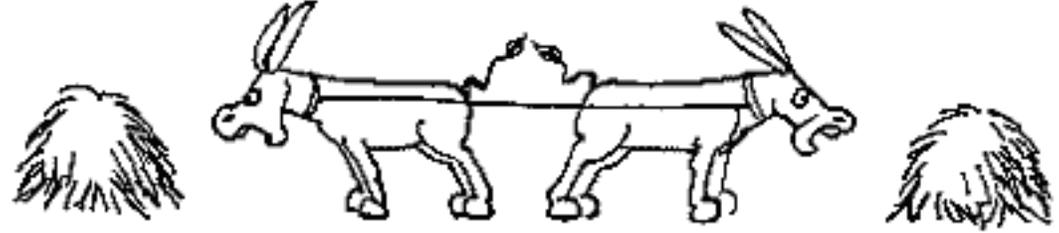
WELCOMING RHODE ISLAND
ENRICHING NEIGHBORHOODS - STRENGTHENING RI

8. Collaborate for the best results



9. Avoid Pitfalls

- Don't fight fear with facts. Use values to define your frame - and *then* use the data to support it
- Big tent messages avoid politics
- Avoid using dividing language (good/bad immigrants)
- Authenticity matters



Activity: Tough Conversations

The Characters

1. Skeptical Mayor
2. Concerned Neighborhood Association Director
3. Immigrant Welcome Center Director
4. Immigrant Welcome Center Board Member

The Scenario

- The leader of the neighborhood association has asked the mayor to help sort out controversy around the immigrant welcome center.
- The neighborhood association is concerned that the immigrant welcome center is launching new projects for immigrants and refugees, and this is leading to increased community tensions. A lot of the immigrants in the community have been feeling isolated and unwelcome; and a lot of the longer-term members are quite skeptical about the newer people who have come.
- In this conversation, held in the mayor's office, the skeptical mayor and neighborhood association leader are hearing from the director and a board member of the immigrant welcome center.
- Using what you've just learned about positive messaging, practice how you would go about this conversation to build greater support for the center's new programs.

Small Group Debrief

- What were the moments when you felt the conversation was stuck? What were you bumping up against?
- What worked? What were the points of connection?

Reflection and Questions

GAME Plan

Goals: What results are you looking for and what metrics will tell you you've achieved them?

Audience: Who can help?

Message: What values are at stake and how can they help?

Engagement: How will you reach people?

Welcoming Institute

The Welcoming Institute offers tailored training and workshops for communities working to promote inclusion. Please reach out if you are interested in customized communications trainings or strategy sessions for your community.

www.welcominginstitute.org

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